

## A PRACTICAL BUSINESS DIRECTORY

\$520.00 GIVEN AWAY

## ART SHOP

HENRY S. BEACHE  
Importer and Jobber,  
Mexican, Chinese, Japanese,  
Mediterranean and Silk Embroid-  
eries, Laces, Drawnwork, Indian  
Goods, Souvenir Goods,  
104 Pioneer Plaza, City National  
Bank Bldg.  
Illustrated Catalogue.

## AUDITORS

EL PASO AUDIT CO.  
W. H. Payne,  
Consulting Accountant.  
AUDITS—SYSTEMS  
ESTATES SETTLED  
214 Mills Bldg. El Paso, Tex.  
Out-of-Town Work given prompt  
attention.

## \$10 IN PRIZES GIVEN AWAY EACH WEEK

First Prize \$5 Cash

Second Prize \$2 Cash

Three Prizes of \$1 Each

## RULES OF CONTEST

In the 76 Ads. published below are certain misspelled words, find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertisement in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in The Herald office by 6 p. m. next Wednesday. Winners will be decided by the nearest correct, or the nearest nearest correct answer. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

## WINNERS FOR LAST WEEK

First prize, \$5, to Mrs. Geo. Allison, Deming, N. M., Box 31; second prize, \$2, to Mrs. S. H. Stewart, 905 Travis St., El Paso, Tex.; three prizes of \$1 each to Mrs. Chas. B. Pearce, 717 N. St. Vrain St., El Paso, Tex.; Mrs. W. N. King, Sidway Apt., Douglas, Ariz.; N. T. King, Sidway Apt., Douglas, Ariz.; Mrs. Bessie W. Kincaid, Morenci, Ariz.

## NOTICE TO ADVERTISERS

Change of Copy Must Be in The Herald Business Office Not Later Than Wednesday, 6 P. M., Each Week

## "ONE DAY LAUNDRY SERVICE"—No extra charge.

Leave your laundry bundle at our branch office at 226 Mesa Ave.  
ELITE LAUNDRY  
CO. Home of  
SPUNK AND SPAN  
Telephone 2177

**WIZARD**  
Pickel Bros.  
Fine Shoe Repairing  
405 N. Oregon St.

**HASTY FEET**  
If you are bothered with calluses, blisters, corns, or similar troubles, you can get complete relief at our store with

A HOME is a Good Investment When You Buy, Get A

## GUARANTEED TITLE

STEWART TITLE  
GUARANTY COMPANY  
CAPITAL \$200,000.

## BORDER NATIONAL BANK

Capital .....\$200,000  
Surplus .....25,000  
4% on Savings  
Corner Texas and Stanton.

## ASSAYING

GEO. W. CAMERON  
Assayer and Chemist  
Representative for Shippers to the  
El Paso Smelter.  
205 San Francisco St.  
P. O. Box 435.

## BARBER SHOP

SHAVE .....15c  
HAIR CUT .....35c  
Twice Shaving Parlors.  
No. 1—108 N. Stanton. St.  
No. 2—219 N. Oregon St.  
No. 4—201 Martin Bldg.  
Same old place. Same good service.

## Woman's Exchange

Tatting and Crocheting  
Orders taken for all kinds of  
hand made articles.  
Mrs. Chonla  
129 N. CAMPBELL.  
Phone 8549.

## BRICK

DON'T PASS UP  
Pass-Tex Brick  
The Best Brick Manufactured in  
El Paso.  
EL PASO BRICK CO.

## Diamonds

October Birth Stones  
An Ideal  
BIRTHDAY GIFT  
THE JEWEL SHOP  
Herald Bldg.  
Beryl

## FURNITURE AND PIANO CASE REFINISHING

BY FACTORY EXPERT  
We are pleased to announce that we  
are now in business to take in a  
limited amount of outside Piano Case  
Refinishing, where there are our own  
plans. We guarantee to turn out your  
Piano as good as when it came from  
the factory. The very finest Piano  
Cases (the Steinway—Dover—and  
Vacheron) are specialty.  
EL PASO PIANO CO.  
215 Texas St. Phone 64.

## COFFEE

Fresh Roasted and Ground  
Always Goes Farthest  
Fant Coffee Co.  
Phone 2153. 611 E. San Antonio.

## USE—

Globe Mills Flour and Corn  
Meal and help the Southwest  
grow.  
In what other section are you in-  
terested?  
GLOBE MILLS

## EL PASO LAUNDRY

When in need of a hurry up job,  
call 470. Prompt service, satis-  
factorily rendered in every detail.  
Uptown Office, 207 Mills St.

## SEEDS

Garden and Farm Hardware,  
Poultry Supplies, Canary  
Birds.  
EL PASO SEED CO.  
523 E. San Antonio St.  
Just east of Courthouse. Ph. 363

## AUTO ACCESSORIES

Distributors  
Klaxon Horns  
Columbia Storage Batteries  
Veedol and Greases  
Endurance Tires  
McQuay-Norris Leak-Proof  
Piston Rings.  
WESTERN MOTOR SUPPLY CO.  
218 San Francisco St.

## Palace Drug Co.

While buying your needs in the  
Market House, don't forget to  
see us. Prescriptions our special-  
ity.  
We appreciate your trade.  
700 E. San Antonio.  
Phones 6191-2686.

## 25 CENTS

WHY PAY MORE?  
Trunks handled—upstairs or  
downstairs, 25c.  
We pack, ship and store goods  
We give "S. & B." Green Trading  
Stamps.  
Herman Transfer & Storage Co.,  
Phone 820. 600 Texas St.

## H. Mohr

CUT RATE HARDWARE  
AND PAINTS  
Phone 421. 200 S. El Paso St.

## ICE

We Can't Sell All the  
ICE  
—so we sell only the good kind.  
Buy a Coupon Book and save  
money.  
CONSUMERS' ICE & COLD  
STORAGE CO.  
PHONE 2250.

## WANTED

We are cash buyers of Machin-  
ery, Tanks and Mechanical  
Equipment. We buy complete  
plants.  
SOUTHWESTERN  
WRECKING CO.  
El Paso, Tex.

## MOVING

In Our Motto:  
Also Pack, Ship and Store House-  
hold Goods  
Piano Moving a Specialty.  
We call for Your  
Baggage Checks.  
Phone 705  
ODOM'S TRANSFER CO.  
Office and Warehouse, 604 Myrtle

## VULCANIZING

Now is the time to save money  
on tires. Let us re-tread your old  
tires and repair your blow-  
outs. A good piece of re-tread  
work will give as much service as  
a new tire. All re-tread and sec-  
tion work fully guaranteed. Out-  
of-town work solicited.  
SCOTT VULCANIZING CO.  
323 Texas St. Phone 1553.

## American Laundry

Try Our Service  
FAMILY WASH  
7c Per Pound.  
The only laundry giving  
"S. & B." Green Trading Stamps.  
Phone 825.

## CIGAR STORE

IT IS CRIMINAL  
to keep the public in ignorance of the  
seriousness and danger of Influenza  
Influenza is spreading everywhere.  
The administration of Influenza  
Vaccine—which is absolutely SAFE,  
PAINLESS and without any disagree-  
able after-effects—will keep you and  
your family safe from contracting it.  
We are prepared to protect you by  
applying Influenza Vaccine, in the  
most approved manner.  
Dr. Edward Auer's Laboratory  
215-217-219 Trust Building.  
Hours: 10 A. M. to 6 P. M.  
Sundays: 1 to 4 P. M.

## Electrical Supplies

When you need new electrical fix-  
tures installed or a job of wiring  
done, be sure that competent  
workmen do it. We carry one of  
the most complete stocks of fix-  
tures in the Southwest.  
"If It's Electrical, We Have It."  
NATIONAL TELEGRAPHONE &  
SUPPLY CO.  
W. B. Girden, Pres. & Mgr.  
317 Mills St.

## Hay, Grain, Fuel and Building Material

Heid Bros., Inc.  
Ph. 36. Texas & Dallas Sts.

## Ideal Book Store

Spanish and Spanish-English  
Books.  
LEARN TO SPEAK SPANISH.  
School Books and Supplies.  
Artists' Materials.  
306 S. El Paso St. Phone 2744.

## The White Star

—Lunch—  
At 213 S. El Paso St. is now open  
NO WAITING NO TIPPING  
Popular Prices—Try It.

## PIANOS

and Talking Machines Sold on  
Easy Monthly Payments.  
JENKINS PIANO CO.  
The Big Piano House.  
211-213 Texas. Phone 2068.

## Rhein

SPECIALTY AGENCY  
Buy, Sell, Repair, Exchange  
Typewriters—Typewriter  
Supplies.  
306 Mesa Ave.  
PHONE 4061.

## VONDE'S

VISIBLE GASOLINE STATION  
We serve you nights and Sundays  
Also entrance in connection  
2601 DYER

## CIGAR STORE

We know that you know our lines  
are the best.  
We never have failed regardless  
of test.  
Cigars, Cigarettes, Tobacco.  
PRIMM'S  
6—QUALITY STORES—6

## Public School Teachers

SPECIAL RATE OF \$10.00  
SHORTHAND BY MAIL  
Your Economical Opportunity.  
DRAUGHON'S COLLEGE  
Be Ready For The Next Draft.

## Hardware

Satisfaction  
KRACK JACK  
SINCE 1886  
Phone 1040  
Krackauer, Zora, & Meyer & Co., L.

## INSURANCE

Multiple Protection Policies  
PACIFIC MUTUAL  
LIFE INSURANCE CO  
H. W. SCHROEDER, District Agt.  
405 Mills Bldg.

## QUILTS

5000 Woolen Samples suitable  
for making Quilts. For sale at  
MOREHEAD'S BUSY LIT-  
TLE TAILOR SHOP  
403 N. Oregon St. Phone 51.

## Plaza Studio

A. E. Waddell, Mgr. Tel. 2163.  
For the best results in commercial  
Photographs, Kodak Finishing and  
Enlarging, try us.  
Mail Orders Promptly Attended  
Basement Roberts-Banner Bldg  
El Paso, Tex.

## When your Fall Suit or Overcoat

now—and don't wait until all the  
real woolens are gone. Then you'll  
have to wear cotton fabrics, and pay  
more than we ask for all wool cloth  
now. Investigate these woolens for  
suits and overcoats. Real bargains.  
RICHARD V. PEARSON.  
Fine Tailoring. 110 Texas St.

## AUTOS FOR HIRE

7 Passenger Cars  
\$2.50 PER HOUR  
AUTO LIVERY CO.  
210 San Antonio St.  
Phone 506-510.

## DAIRY

ONE QUART OF MILK EQUALS  
8 EGGS.  
Milk contains all the ingredients  
for nourishment in just the right  
proportion for a well balanced  
ration. For your health's sake  
drink Rich Pure Milk and Cream  
from this Dairy.  
American Dairy.  
Phone 402.

## FURNITURE PACKING

Expert Packing of  
FURNITURE, CUT GLASS AND  
CHINA.  
G. H. ROUSER UPHOLSTERING  
CO.  
700 Texas. Phone 4110.

## Blankets and Comforts

Will keep you warm. Buy where  
you can get them at reasonable  
prices.  
"We'll Blanket and Save a Dollar."  
RIO GRANDE FURNITURE CO.  
207 S. Stanton. Phone 2803.

## It Will Pay You

to get OUR prices before you re-  
new your insurance policy on  
your home.  
RAMEY & PORTER  
Successors to Ramey Bros.  
201 Caples Bldg. Phone 613.

## Reyes Bros.

Cleaning and Pressing.  
FINE TAILORING  
The Edesco Tailoring System  
Phone 2982. 619 E. Missouri.

## McChesney

The Plumber  
Better prepared than ever to ren-  
der quick and efficient services.  
Repairs our specialty.  
PHONE 2383.

## Fireproof Warehouse

Western Transfer & Storage Co.  
P. H. YALE, MGR.  
Phones 73 & 74. 1125 Texas St.

## Before going over the top go to

**Bernard's**  
609 E. San Antonio  
And have some photos made.  
Your friends will thank them.  
PHONE 8127.

## DRUG STORE

BIGGEST! BESTEST! BEST!  
Mail Orders Given  
Prompt Attention.  
Union Drug Co., Inc.  
Trust Bldg.  
Cor. Stanton and San Antonio Sts.

## F. &amp; F. COMMISSION COMPANY

412 Myrtle Avenue.  
Drug Store and Confectionery  
Pictures, Drugs, Chemicals and  
Druggists' Sundries.  
WRITE US  
FOR PRICES AND TERMS.

## HEMSTITCHING

Accordion Plaiting  
Special Attention to Mail Orders.  
Return Postage Paid—Send For  
Price List.  
DESIGNING—REMODELING  
ALTERATIONS  
MISS B. CORUM, Modiste.  
22-26 Buckler Bldg. El Paso, Tex.

## Kodak Finishing

The fact that we have the largest  
and best equipped  
Plant in El Paso assures you  
THE BEST WORK—QUICKEST  
SERVICE—MODERATE PRICES  
Also Kodaks, Films,  
Cutlery and Pens.  
Open until 10:30 p. m., including  
Sundays.  
J. F. Gandara Photo Supply Co.  
108 E. San Antonio St.

## MRS. LOCKE

Successor to "Miller Made Co."  
208 EAST MISSOURI  
Makers of  
House Dresses, Aprons, Street  
Dresses, Evening Gowns, in fact  
your for Pretty Things women  
love to wear.  
We will carry out any design you  
may care to send us.  
WRITE FOR CATALOGUE.

## WE DO NOTHING BUT FIRST-CLASS MECHANICAL WORK

So let us be your adviser.  
Get your old Fliver fixed up  
now.  
And don't get likes, misers.  
For Henry says he will make  
no more.  
Till Uncle Sam has licked the  
Kaiser.  
Wiseman & Sears  
Phone 4848. 812 E. San Antonio.

## Well Water

TROY LAUNDRY WELL  
WATER  
Washes Without Chemicals.  
SERVICE UNEXCELLED  
Phone 278. 1431 Texas St.

## AUTO TOPS

Made to order in the finest and  
best equipped factory in the  
Southwest. Automobile Tops, Seat  
Covers, Curtains, Floor Coverings,  
In fact everything you could possi-  
bly want for trimming your car.  
Special attention given to mail  
orders. Write us for prices.  
AUTO TRIMMING & SUPPLY CO.  
307 W. San Antonio St. Ph. 1625.

## DRY CLEANING

**WRIGHT  
CLEANER**  
Clothes Cleaned, Pressed, Wright.  
543—PHONES—2110

## FURNITURE

All Kinds Of  
Refrigerators Exchanged  
For All Kinds of Stoves.  
WESTERN FURNITURE CO.  
Phone 1482.

## H. Welsch Co.

Automobile Running Board  
Canteens and Refrigerators  
Sheet Metal Manufacturers and  
Jobbers.  
NIAGARA FURNACES  
2400 Block, Texas St. Phone 000.

## Dr. Ketchersid

PILES CURED WITHOUT  
THE KNIFE  
Stevens Bldg., 206 1/2 Mesa Ave.

## OPTICIAN

You can find the misspelled words  
under "If you get a pair of  
"Segal" fitted glasses."  
El Paso Optical Co.  
NEED GLASSES?  
ASK SEGAL.  
106 Texas, between Mesa and  
Oregon Sts.

## Slaughter—

ELECTRIC & MACHINE Co.  
Moving to  
406 San Francisco St.

## We sell the famous

**Waltham Khaki  
Wrist Watch**  
with "no fuss" strap and non-  
expensive, unbreakable crystal.  
Built especially for the military.  
Price \$21.00.  
THE JEWEL SHOP  
Herald Bldg. Mail Order.

## AUTO STORAGE

Finest Storage Rooms in the city,  
former home of Long Star Motor  
Co.  
Clean storage, a wash a week,  
per month, \$5.00.  
Storage, a wash a week, and car  
delivered, per month, \$8.00.  
Complete Repair Department.  
All Experienced Mechanics.  
JESSEN & REED,  
Cor. Chihuahua and W. San  
Antonio. Phone 2942.

## Distilled Water

You owe it to your own health  
and that of your family to drink  
Pure Distilled Water during the  
hot summer months. Order some  
today. Cold, pure and sparkling.  
—Free from alkali and all im-  
purities.  
EL PASO  
DISTILLED WATER CO.  
Phone 482.

## FLORIST

BERTHA C. THORNHILL  
Plants, Choice Cut Flowers for  
Banquets, etc.  
Special Designs for Funerals  
PROMPT DELIVERY  
Store Phone 2174.  
Res. Phone 5322-M.  
216 Texas St.

## HAPPINESS

Often times depends on the way  
our homes are furnished. Why  
not make yours bright and at-  
tractive with handsome new fur-  
niture? It will pay big dividends  
in happiness and comfort. We  
have everything needed to fur-  
nish the home complete, at prices  
lower than you find elsewhere.  
Yes, indeed, your credit is good.  
FOUNT-MOORE FURNITURE CO.  
113 N. Stanton St. Phone 875.

## "No Place Like

"Holmes"  
DYEING AND CLEANING  
WORKS  
We have been established since  
1906.  
Phones 750-787. 701 Texas St.

## Paul P. Hammett

REAL ESTATE BROKER  
See us for Investments, Income  
Property and Real Business  
Locations.  
Office 204 1/2 Texas St.  
HAMMETT BLOCK

## Seeds &amp; Poultry Supplies

Manufacturers of  
PERFECTION BRAND  
Poultry Feeds.  
W. D. WISE SEED CO.  
Retail Store, 180 N. Stanton.

## WELDING—

THE EXPERT KIND  
Scored cylinders made new by the  
Alloy Process. No re-grinding to  
ever do.  
BROWN WELDING CO.  
600 TEXAS ST.  
Axle and frame straightened  
without removing from car.  
Wheels lined up right—right  
away. Mexico-Pershing Expedi-  
tion Welding.